



Posters of World Cafe on seed legislation

GOALS/NEEDS

Group 1

- Increase **flexibility** of the legislation and **adaptability** to future conditions
- Include variety mixing (populations) and heterogeneous material in the legislation
- Revise the **quantitative restrictions** for conservation varieties
- Knowledge and money to enable farmers' breeding and multiplication of seeds
- **Public information** at EU level on seed availability
- Raise consumer awareness on seeds -> informed choices at consumer level
- Improve the function of existing databases
- Map the existing local varieties
- Facilitate market access for small and medium seed companies
- Increase the diversity of species and varieties to ensure food security and supply
- Raise policy awareness
- Incentivise protein production in the EU
- Incentivise reviving genetic material from seed banks

Group 2

- Small scale seed production possible
- Lower uniformity (in DUS-testing)
- Awareness of consumers
- Make bigger regions or abolish the region of origin-rule (for conservation varieties)
- Change national and EU legislation
- Pass good practice/legislation to other countries
- Public pressure for our coalition
- Good arguments
- Show how legislation makes (seed users) criminals
- Permission to exchange seeds between farmers
- Easy access to seeds





BARRIERS

Group 1

- **Lack of knowledge** of consumers
- Lack of knowledge of farmers (lost knowledge)
- **Willingness of farmers to take risks**
- Price of production
- Small market segment
- Awareness on biodiversity
- **Missing dialogue / lack of communication**
- Missing field tests
- Lack of variety labelling
- Lost knowledge
- Seed cleaning
- Wild oats
- EU regulation of too many species

Group 2

- Too rigid legislation not adopted to small scale farming
- Lack of communication between stakeholders (authorities, farmers, NGOs etc.)
- Lack of knowledge on seed legislation
- Little awareness of seed sellers on conservation varieties
- Poor marketing / promotion of organic products – both by farmers and public authorities
- Packaging requirements in Finland-not required by EU legislation
- Costs





DRIVERS OF CHANGE

Group 1

Negative drivers for change:

- Price
- Lazyness/Inertia/Conservatism from framers to consumers and in administration
- Lack of representation/common voice for these who are demanding change
- Advertising
- Subsidies
- Commercial interest
- Technical difficulties to change processes for the seed/food industry
- Underestimated legitimacy of demands – too much modesty

Positive drivers of change:

- Increase of the organic market
- More consciousness among home gardeners
- Role of gastronomy chefs/restaurants/catering section
- Actions and campaigns of NGO's (e.g. Kokopelli)
- Demand for diversification from consumers
- Education (schools, canteens...)
- Research about nutrition
- Advertising and fashion / trends in society
- Increase in vegetarian diet
- Short circuit chains
- Subsidies
- DIALOGUE

Group 2

- NGOs, growers, consumers to lobby bureaucrats (national/EU-level)
- Farmers (grassroot level)
- Seed producers (associations collect lists of potential buyers)
- Retailers (strategic partnership)
- REKO groups (consumer test, scale-up)
- Create demand from small independent retailers
- Processors, mills, cooperatives to complete the chain aggregation
- „Biodiversity products“ to engage convenient farmers
- Connect urban food cooperatives with biodiversity actors
- Consumer awareness and education (make values transparent)
- Dialogues for continued improvements and evolution
- Cooperation events along the chain and whole Scandinavian region
- Use the closed circulation exception more





Posters of afternoon group work on Biodiversity in Legislation

Group 1: Biodiversity in Rural Development

- We have money, but no interested and brave people who would apply it and be responsible
- Bureaucracy is hard
- In Finland there are measurers for traditional cattle breeds and other biodiversity
- Marketing is a problem / branding
 - o Quality is good
 - o Chances are good for raise value
- Need for project course , have to run projects

Group 2: Developing value chains in Biodiversity production

- How can you make it profitable? – Metropolic areas are possible
- It is risky to start
- You have to have the demand at first
- More value if organic and biodiversity are combined
- Need of telling the story of the product
- Small scale farming – family farming
- Seasonal products back independent food market chain
- More small processors; renewing the logistic chain
- Handcrafted products (e.g. the real bread movement)
- Finland: 5 Mio. people in a vast area – challenge

Group 3: How to enable the biodiversity market?

- Needs legal space
- Needs Research (climate change, focused on cultivars)
- Finding arguments for products (positive health impact, good taste, adaption to climate change)
- Emphasize the local aspect, the local production
- Needs small processing plants (seed cleaning, milling, packaging...)
- Needs local cooperation
- Inform consumers, ideas: „Calendar of seasonal products“ (selling a different biodiversity product every month), „seasonal limited editions“, emphasizing „Local speciality“, „Genetic resource“
- Events
- Produce low-price Biodiversity Products to make it available for everybody
- Define the connection between biodiversity and organic farming
- Biodiversity products can be a first step for conventional farmers to convert to organic

Group 4: Which trait of crop varieties are vital in times of climate change?

- Resistance against extreme conditions (flooding, lodging, drought, heat, cold)
- Variation and diversity of traits
- Disease and pest resistance
- Crop diversity and mixed cropping

